

Message Text

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ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 PA-02 ICA-20 AGR-01

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R 161702Z AUG 78

FM AMEMBASSY TEGUCIGALPA

TO SECSTATE WASHDC 1258

UNCLAS TEGUCIGALPA 3917

E.O. 11652: N/A

TAGS: BGEN, HO

SUBJ: EMBASSY PARTICIPATION IN TEGUCIGALPA 400TH ANNIVERSARY
FAIR

1. THE EMBASSY WILL, WITH VOLUNTARY COUNTRY TEAM SUPPORT, OPERATE A SMALL BOOTH AT TEGUCIGALPA'S QUADRICENTENNIAL FAIR SEPTEMBER 1-3. DIPLOMATIC MISSIONS OF MOST PRINCIPAL COUNTRIES REPRESENTED HERE ARE, AT INVITATION OF GOH AND CITY COUNCIL, OPERATING SUCH BOOTHS. PROCEEDS OF SALE OF CHARACTERISTIC NATIONAL PRODUCTS OF RESPECTIVE COUNTRIES WILL GO TO RE-CONSTRUCTION OF NATIONAL CATHEDRAL AND LOCAL EQUIVALENT OF UNITDE FUND.

2. CALIFORNIA WINE INSTITUTE HAS IN PAST PROVIDED, AT NO COST, REPRESENTATIVE US WINES FOR PROMOTIONAL EVENTS AT THE DEPARTMENT AND CERTAIN US EMBASSIES ABROAD. THIS FAIR, IN CENTRAL, DOWNTOWN TEGUCIGALPA SQUARE WILL BE WELL-ATTENDED AND REPRESENTS UNIQUE OPPORTUNITY TO PROMOTE US WINES. FRENCH WINES AND CHEESES WILL BE PROMOTED AT FRANCE'S BOOTH.

3. EMBASSY REALIZES TIME IS SHORT, BUT UNDERSTANDS THAT CALIFORNIA WINE INSTITUTE MIGHT ARRANGE WITH AMIAMI DISTRIBUTOR FOR PROMPT AIR SHIPMENT FROM LOCAL STOCK. TAN AIRLINES OF HONDURAS HAS DAILY FLIGHTS DIRECT TO TEGUCIGALPA. WHILE ANY CONTRIBUTION FROM WINE PRODUCERS WOULD BE WELCOME, 6
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CASES OF 12 BOTTLES MIGHT BE SUGGESTED AS A MINIMUM FIGURE IF SUCH A SUGGESTION SOUGHT. IN VIEW OF EMBASSY' LACK OF FUNDS FOR SUCH EVENT AND ITS CHARITABLE NATURE, IT IS ESSENTIAL THAT COSTS FOR THE WINE AND FREIGHT BE BORNE BY THE DONOR.
JARAMILLO

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NNN

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